

THE ROBERT F. LAMB CO., INC.

P. O. Box 661

Uptown Station
Kingston, N. Y.

THIS SIDE OF CARD IS FOR ADDRESS



Mr. P. W. Nelson
Interlocking Systems Co.
Box 1546
Poughkeepsie, N.Y. 12603

11/19/65

Dear Sir:

We would be very pleased to assist you with any applications involving power supplies, magnetic amplifiers, digital Volt meters etc.

Yours truly,
Francis A. Stone.

★ TWO UNIQUE ORDER QUANTITY CALCULATORS

designed to help you

- Reduce Inventory Costs
- Cut Set-Up Costs
- Save on Supplier Discounts

1 Economic Order Quantity Calculator

How much should you buy? How much should you manufacture? Simple answers to these complex questions can save you money -- day-in and day-out! This handy VanDeMark Calculator can help you do the job easily. For full details, see

1 Find the Right Quantity to Make or Buy (single price) -- and Do It Easily!

USE THE ECONOMIC ORDER QUANTITY CALCULATOR: You know the dilemma. Order too much and your inventory carrying costs (including tie-up of money and space) go sky-high. Or order too little and you find yourself with excessive set-up and ordering costs.

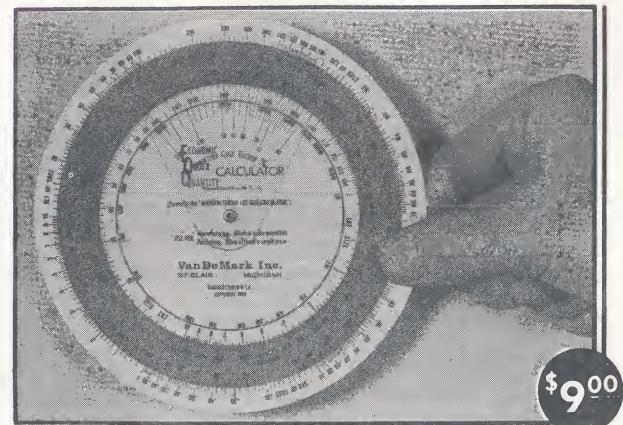
The VanDeMark *Economic Order Quantity Calculator* helps you solve this kind of problem in a hurry. You can keep your inventory at the right level -- and your costs way down.

WHAT IT DOES FOR YOU: Using this Calculator, you achieve the right balance between ordering too much and ordering too little. You will set a new, more sensible pattern for placing orders . . . ordering costly, fast-moving items more frequently (reducing inventory); and inexpensive, slow-moving items less often (reducing set-up and order costs).

You'll save wear-and-tear on your clerks, who can use this Calculator after a few minutes training. Experience has shown an average 15% reduction in order writing alone when using the EOQ Calculator. A big savings in any company.

2 Purchase Quantity Discount Calculator

Is that big buy at the "special low price" really a bargain? Will I save or lose on it? Here's an easy-to-use Calculator which can answer these questions in seconds -- at a profit to you. For full details, see back



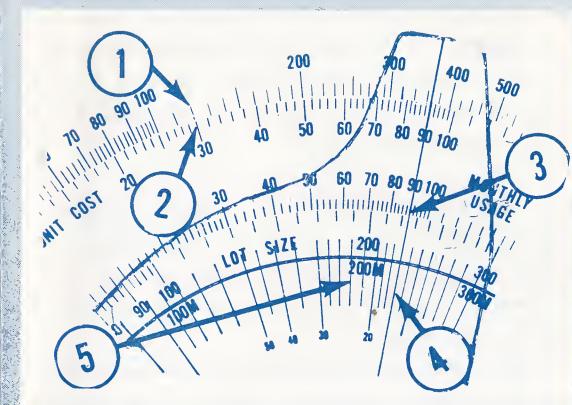
HOW IT WORKS:

Here is a realistic example which shows you how easy it is to use the handy *ECONOMIC ORDER QUANTITY CALCULATOR*.

Assume that we are re-ordering gears for stock; the same circumstances apply whether they are for assembly or resale. Given the following facts, how many should we order:

\$120.00	The total set-up and order costs for this order
\$30.00	Unit cost, per gear
90 units	Estimated monthly usage
24%	Inventory Cost Factor (the cost of carrying inventory)

What is the best quantity to make?



With a few minutes practice, any clerk can find the right answer on the VanDeMark *Economic Order Quantity Calculator*:

- 1) Find the Set-Up Cost (\$120.00) on the outside scale, marked by Arrow #1.
- 2) The Unit Cost (\$30.00) should be placed under the Set-Up Cost, and is marked by Arrow #2.
- 3) With the two discs fixed, the Monthly Usage (90) is found on the inner ring of the top disc, where it is marked by Arrow #4.
- 4) The cursor 17% line has been placed directly over the Monthly Usage found in (3). This line is marked by Arrow #4.
- 5) To the left of the cursor line (4) is the 24% Inventory Cost Factor line. Directly above this line is the Economic Order Quantity -- 190 units (to be rounded to 200) -- as shown by Arrow #5.

A simple, correct answer to a perplexing problem. To order Calculator, use the Order Blank.

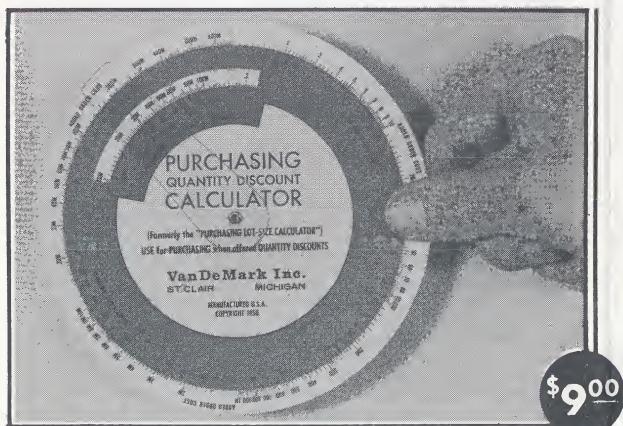
2 Select Those Purchasing Discounts Which Can Make You Money!

USE THE PURCHASE QUANTITY DISCOUNT CALCULATOR: It always sounds like a "real deal" -- buy the carload and save a fortune! Sometimes it *is* a deal, but often it *isn't*. How can you tell the difference?

This choice of a profitable discount is a completely unique problem -- not to be confused with the single-price EOQ situation. Whether you are considering a special deal or choosing between several discount levels, picking the right discount involves a complicated formula. The VanDeMark Purchasing Quantity Discount Calculator reduces this formula to the simple setting of two dials -- and helps you make the right choice in seconds.

WHAT IT DOES FOR YOU: When making a purchase, there is one quantity which offers you maximum economy -- the *ideal lot-size* to buy. This handy circular Calculator tells you which quantity to choose.

The *Purchase Quantity Discount Calculator* helps you control inventory, and use your buying dollars most wisely.



HOW IT WORKS:

Let's look at a real problem which shows how useful the *PURCHASING QUANTITY DISCOUNT CALCULATOR* can be.

Assume that your production department (or sales department) expects to use 65 of a certain item next month. Taking this as our Monthly Usage Figure, we know that we can buy in lots of:

- 100 for \$1.00 each, for a total lot cost of \$100.00.
- 400 for \$.90 each, for a total lot cost of \$360.00.
- 800 for \$.85 each, for a total lot cost of \$680.00.

What is the best lot-size to purchase?

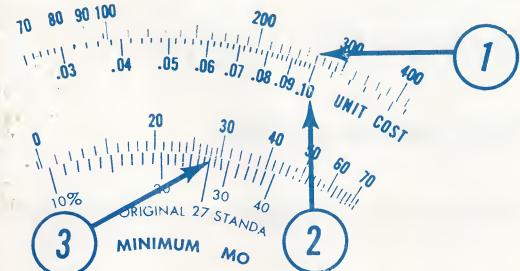
Here's how you (or a clerk) might solve this problem:

First, let's see if we can justify the 400-unit purchase. The Added Order Cost (what you have to invest to go from one discount level to the next) is \$260.00 (\$360-100), as shown by Arrow #1. The Unit Cost Saving is 10-cents (\$1.00-.90), as shown by Arrow #2. The Standard Inventory Cost Factor is 27%, as shown by Arrow #3. The Minimum Monthly Usage Quantity -- the usage needed to justify taking the discount -- is shown directly above the 27%, at Arrow #3.

Thus, the Minimum Monthly Usage is 28. This is our break-even point. Since we expect to use 65 units per month, we have sufficient usage to support the purchase of 400 units.

Second, let's test the 800 against the 400 level. The Added Order Cost is \$320.00, the Unit Cost Saving 5-cents, and the Inventory Cost Factor is again 27%. We find that the Minimum Monthly Usage is now 70; greater than our anticipated usage (65) and we should *not* purchase at the 800 level.

To try this handy Calculator, use the Order Blank.



SOME CALCULATOR USERS — since 1950:

- Auto-Test Inc.
- The George D. Barbey Co., Inc.
- Wallace Barnes Co.
- Warren Barr Supply Co.
- R. G. Barry Corp.
- Basic-Witz Furniture Ind. Inc.
- Behr-Manning Co.
- Bell Machines Co.
- Berkley & Co., Inc.
- James A. Biddle Co.
- Bowaters Carolina Corp.
- Charles D. Biddell Inc.
- Bush Bros. & Co.
- Canada Iron Foundries Ltd.
- Chicago Mfg. Co.
- Columbus Aircraft Products Co.
- Combustion Engineering Inc.
- Controls Company of America
- Cosmo Plastics Co.
- Crown Industrial Products Co.
- Date Products Corp.
- F. W. Dwyer Mfg. Co.
- Easton Mfg. Co.—Heater Div.
- Elmo Corp.
- Elco Distr. Div.—Elco Corp.
- Eljer Co.
- Fabricated Products Div.
- Fellows Gear Shaper Co.
- The Flinckote Co.
- FMC Corp.
- Fort Wayne Metals, Inc.
- Franklin Electric Co., Inc.
- Gateway Transportation Co.
- General Controls Inc.,—ITT
- Gorman-Rupp Industries, Inc.
- Hewitt-Robins, Inc.
- Hoffman Specialty Mfg. Co.
- Huffman Mfg. Co.
- Instron Engineering Corp.
- International Business Machines
- The H. B. Ives Co.
- Jeanette Glass Co.
- Johns-Manville Fiber Glass Inc.
- Johnson & Johnson Co.
- Jostens, Inc.
- Kansas City National Bank
- Leigh Products, Inc.
- Lincoln Store Fixture Co.
- Magnetics Inc.
- Melody Bra & Girdle Co., Inc.
- The Mennen Co.
- Metc Inc.
- Mills Laboratories, Inc.
- Co. Miron Ltd.
- Monsanto Chemical Co.
- The Morgan Engineering Co.
- Parker-Hannifin Corp.
- The Parsons & Baker Co.
- Perfect Circle Corp.
- Pet Milk Co.
- Phelps Dodge Copper Products Corp.
- Picker X-Ray Corp.
- Pipe Coupling Manufacturers Inc.
- Pitman-Moore Co.
- Pittsburgh Plate Glass Co.
- Plastene Corp.
- Polaroid Corp.
- Pollak Steel Co.
- Precision Chemical Pump Corp.
- Prestolite Ltd.
- Raytheon Co.
- Rowe AC Mfg. Co.
- Royalmetal Corp. of Jamestown
- S & C Electric Co.
- Sherman Car Wash Equipment Co.
- Square Mfg. Co.
- Stanley Tools Div.
- The Stanley Works
- Stimsonite Div.—E.S.N.A.
- Straubel Paper Co.
- Sylvania Electric Products, Inc.
- Sweden Freezer Mfg. Co.
- Universal Scientific Co., Inc.
- Vaule & Co., Inc.
- Venus Foundation Garments, Inc.
- von Weise Gear Co.
- Everett Waddy Co.
- Wald Industries, Inc.
- Victor F. Weaver, Inc.
- Wilkins Pipe & Supply Co.
- T. D. Williamson, Inc.
- Wolverine Brass Works

VanDeMark Inc.
P.O. Box 20798
Dallas, Texas 75220

AVOID SHORTAGES AND EXCESSES

Use the **IMPROVED**

ORDER POINT CALCULATOR

- BETTER CUSTOMER SERVICE – FEWER SHORTAGES
- LOWER INVENTORY LOSSES – FEWER EXCESSES
- ASSURES CORRECT ORDER TIMING – NOT EARLY, NOT LATE
- EASY TO USE – ONE DIAL SETTING

The ORDER POINT CALCULATOR answers the question "When to order?" quickly, accurately and economically. This Calculator establishes signals for the release of all shop and purchasing orders. When you use these signals – order points – your inventory has a minimum number of shortages and excesses.

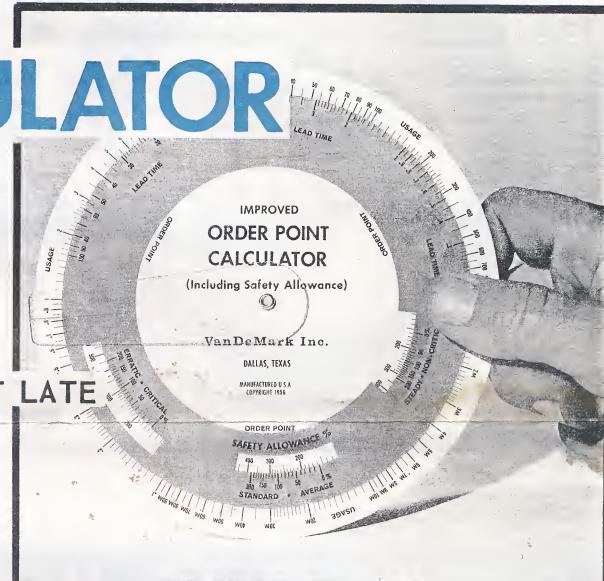
IMPROVED MODEL

The IMPROVED ORDER POINT CALCULATOR now includes three separate scales for different usage patterns: steady, mildly erratic, and erratic. You can now pick the scale which best fits the specific usage pattern (deviations from the average) of each item.

The IMPROVED ORDER POINT CALCULATOR still considers the key inventory influence – supplier reliability. With this Calculator you can choose a safety allowance which matches the reliability of your supplier – whether it be your own shop or an outside vendor. You put your safety investment where it will do you the most good, protecting you against the unreliable supplier, and releasing inventory where you have good suppliers.

STURDY, EASY TO USE

All VanDeMark Calculators take the work out of inventory control computations. They are accurate, one dial setting solves each problem, and they are portable. You are assured of years of profitable service because VanDeMark Calculators are made of sturdy vinylite plastic, laminated so the printing will not fade or scratch off.



6 in. Dia.

HOW TO USE IT

Usage per month: 230 units

Lead Time Average: 1.5 months

This particular item is not critical and has exhibited quite regular usage requirements. Therefore, it has been classified as "steady or non-critical".

Experience has shown also that the supplier has been a maximum of 2 weeks (or 0.5 month) late in delivery – a delivery delay of 0.5 months.

The Safety Allowance percentage is then (easily done in the head) 33% (found by dividing the delay time, 0.5 month, by the average lead time, 1.5 months).

The Usage is found on the outer edge of the back disc (arrow #1).

The Lead Time is placed directly under the Usage (arrow #2).

Locating the Safety Allowance percentage (arrow #3), the Order Point quantity is directly over the Safety Allowance percentage (arrow #4).

The Order Point quantity is 405 units.

\$9 00

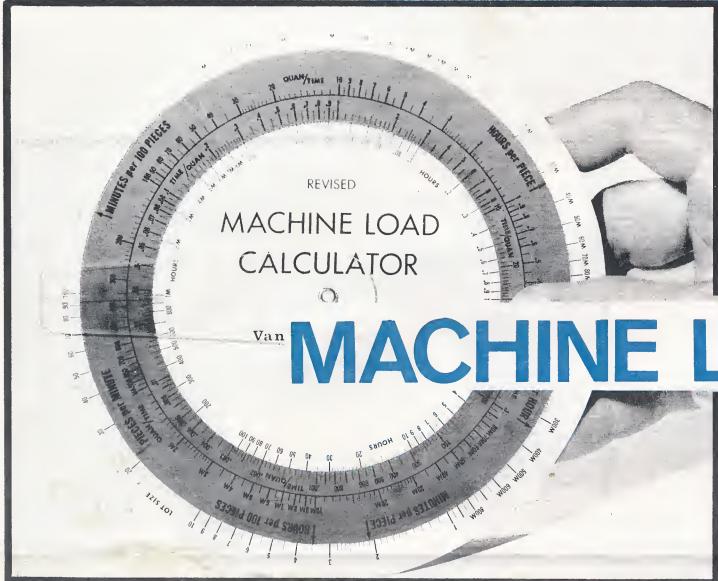
VanDeMark Inc.

P.O. Box 20798 DALLAS, TEXAS 75220

NET 30

F.O.B. DALLAS

KNOW YOUR SHOP LOAD



6 in. Dia.

HOW TO USE IT

A shop order is to be released to the shop for Retainer Blocks. Five hundred blocks are to be processed. The following production control sheet summarizes the order and load information required for scheduling.

Part No. 36811		Quantity - 500				
Part Name: Retainer Block						
		Pieces	Operation	Machine Dept.	per Hour	Hours
60	DP	16	36		14	
110	SH	20	63		8	
70	ML	16	50		10	
64	DP	16	11		45	
88	OG	23	4.5		111	
90	QC	7	25 E		20	

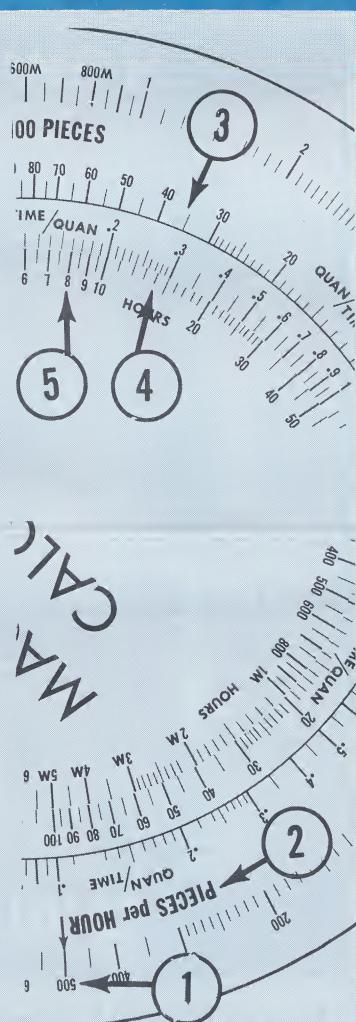
The Lot-Size (500) is found on the "Lot-Size" scale on the outer edge of the back disc (arrow #1).

The Pieces per Hour Index on the outer edge of the top disc is placed directly under the "Lot-Size (500)" - (arrow #2).

The standard (36) for the first operation (#60) is found on the "Quan/Time" scale in the middle of the top disc (arrow #3).

Directly under the standard (36) is found the Hours (14) needed to perform this operation (arrow #4). In like manner the 8 hours required for the second operation (#110) are found (arrow #5).

Similar investigations will locate all the other Machine Load Hours for the rest of the operational sequence - without moving the two discs.



\$9.00

TRANSLATE SHOP ORDERS
INTO MANHOURS
IN SECONDS
with a **REVISED**
MACHINE LOAD CALCULATOR

The MACHINE LOAD CALCULATOR helps you determine work loads - for machines, for assembly, for any area or department. This Calculator takes your work load data (lot-size and production rates) and translates it into manhours. In seconds you know your exact shop load.

NEW MODEL

The REVISED MACHINE LOAD CALCULATOR now includes six different scales for the time-quantity relationship. You will find scales for "pieces per hour," "pieces per minute," "hours per piece," "minutes per piece," "hours per 100 pieces," and "minutes per 100 pieces." Now the Revised Machine Load Calculator is sure to include a scale to fit your labor standard base.

For example, you may have a shop order for 2500 pieces to run through six operations at various production rates: 50 pcs./hr., 695 pcs./hr., etc. One setting of the two dials tells you how many hours are needed on each operation. The Calculator saves you hours of computation time - and furnishes an accurate basis for scheduling your jobs and your people.

BARBER GREENE COMPANY, one of thousands using the VanDeMark Calculators, says:

"We have been using your Calculators for approximately two years and have had very good experience with them."

Mr. D. C. Place
Assistant to Comptroller

EASY TO READ

All VanDeMark Calculators have scales that may be read directly without worry about decimal points. Clerical people learn to use them in minutes. Full instructions furnished. All scales cover a complete range for all uses.

ORDER AND INFORMATION FORM

8-65

Yes, please send us . . .

Quantity	Item	Price	Rush Me Full Information At No Charge
—	"PRODUCTION CONTROL TECHNIQUES" Book Easy to install and use, insure "on-time" shipments	\$ 5.75	—
—	"INVENTORY CONTROL TECHNIQUES" Book Sound methods, tested in a variety of companies	\$ 4.75	—
—	"PRODUCTION & INVENTORY CONTROL CASE STUDIES" Book Discusses problems like yours, and how they were solved	\$ 5.00	—
—	MARK*COUNTER Assembly Cuts counting time in half while insuring accuracy	\$ 19.50	—
—	Complete MARK*COUNTER Kit	\$ 29.50	—
—	Replacement Pens (color: _____) Five for	\$ 9.50	—
—	Metal Stylus Marker	\$ 4.00	—
—	Felt Tips for Pens	\$.18	—
—	ECONOMIC ORDER QUANTITY CALCULATOR Establishes best EOQ quickly and accurately, reduces set-up costs	\$ 9.00	—
—	PURCHASING QUANTITY DISCOUNT CALCULATOR Isolates profitable discounts, tells right quantity to buy	\$ 9.00	—
—	IMPROVED ORDER POINT CALCULATOR Answers the question, when to order?, quickly	\$ 9.00	—
—	REVISED MACHINE LOAD CALCULATOR Easily translates shop orders into manpower needs	\$ 9.00	—
—	ROL-A-CHART, Regular - Magnetic The proven, easy-to-use visual planning board	\$ 72.50	—
—	Rol-a-chart, Regular - Non-Magnetic (Mark II)	\$ 67.50	—
—	Rol-a-chart "100", Magnetic	\$ 99.50	—
—	Rol-a-chart "King", regular - Magnetic	\$ 194.50	—
—	Rol-a-chart "King - 100", Magnetic	\$ 249.50	—
—	Accessories		
—	BIN RESERVE TAGS (color: _____) Low cost inventory control for low-value items	(\$2.50/100) \$ 22.00/M	—
—	Mark-Line USAGE CONTROL KIT For better determination of future usage - the key to inventory control	\$ 9.80	—
—	Mark-Line RECORDER KIT Visual perpetual records for more control, faster posting	\$ 24.80	—
Please send complete VanDeMark CATALOG			
Please send full information on P&IC TRAINING SESSIONS			

VanDeMark
SERVICE

Your order will be shipped the day received.
Inquiries, correspondence answered promptly.
Satisfaction guaranteed, or money refunded.

VanDeMark Inc.
P.O. Box 20798 Dallas, Texas 75220

TERMS OF SALE: Net 30 -
F.O.B. Shipping Point - Texas
Sales Tax added

Fill in
Fold
Staple
Mail

Company _____ Date _____
Per _____ Title _____ P.O. No. _____
Address _____ Bill Company _____
City _____ State _____ Zip Code _____ Check Enclosed _____
Postpaid when check with order.



BUSINESS REPLY CARD

FIRST CLASS PERMIT No. 10806

DALLAS, TEXAS



VanDeMark Inc.

P.O. BOX 20798

DALLAS, TEXAS 75220

STAPLE HERE

A SPECIFIC WAY

from Robert L. Van DeMark

TO CONTROL INVENTORY SIZE

AND SHIP ON TIME

You've heard the "friendly" charges:

- * "You've got too much inventory!" (company slogan)
- * "You don't ship on time!" (sales pitch)

These complaints get under your skin. Even when the kidding is good-natured, you know yourself there is some truth in it.

How can you do a better job of controlling materials flow -- and costs? Plainly you can't scrap excess inventory, or advance all your shipping dates.

If you are looking for help -- no miracles, of course, but a practical solution -- it lies in better control of the sizes, timing, and flow of your orders.

Here are four tools specifically designed to help you do the job:

- 1) Economic Order Quantity Calculators - To indicate your most profitable shop lot-sizes and purchase order sizes (where no quantity discounts are offered).
- 2) Purchasing Quantity Discount Calculators - To show you the volume discounts you should take and those to pass up.
- 3) Order Point Calculators - To improve customer service by preventing "unforeseen shortages" with accurate releasing of all replenishment orders, both purchasing and manufacturing.
- 4) Machine Load Calculators - To predict and avoid shop overloads by translating each shop order into manhour needs.

These four simple-to-use Calculators are key tools in the VanDeMark System for better production and inventory control. Let's look at the common complaints -- and see how the Calculators can help you lick them.

"You've got too much inventory!"

ORDERING TOO MUCH + ORDERING TOO SOON = TOO MUCH INVENTORY

Ordering too much is an easy mistake to make, because the average person finds it difficult to cope with all the ordering variables. Considering set-up costs, unit costs, quantity discounts, usage

over, please

figures and holding costs can involve some complex formulas and complicated mathematics.

The Economic Order Quantity Calculator and the Purchasing Quantity Discount Calculator enable you to determine the best ordering quantity in a matter of seconds.

Ordering too soon often results from improper juggling of another set of important variables -- leadtime, usage and safety allowances. Combining these factors can be a laborious job, with plenty of opportunity for errors.

With the VanDeMark Order Point Calculators you can determine the proper order timing quickly and easily. You establish the specific order point best suited to the item being stocked, fitting the order timing to what you know about the usage of the item and the sources of supply. This order point covers you both ways -- against inventory excesses and against inventory shortages, too.

"You don't ship on time!"

VanDeMark Economic Order Quantity, Purchase Quantity Discount and Order Point Calculators enable you to get the right amount of material in on time. But you can still miss shipping dates if your shop is overloaded. And if this happens often, the complaints become a chorus.

What can you do? First, you must keep track of the amount of work you are putting into your shop. This means translating shop orders into manhours in each department. The easiest way to do this is by means of the Machine Load Calculator. A single setting of the two Calculator dials will indicate the hours required for an entire order.

Second, compile the hours for the shop orders released each week. These hours, compared to those released in prior weeks, reveal trends. When the trend is upward, you need more workers -- more hours -- in order to keep your shipping promises.

This simple time-control technique, made practical by the Machine Load Calculators, helps you ship on schedule and avoid the complaints.

THESE FOUR CALCULATORS . . . are specific means of solving two specific problems: By eliminating time consuming mathematical operations, they put at your fingertips the information you must have to control your inventory and to meet your shipping promises.

Look over the enclosed brochure. See how many ways the Calculators can help you. Note the reasonable prices. Then -- order today!

VanDeMark Your order will be shipped the day received.
SERVICE Inquiries, correspondence answered promptly.
Satisfaction guaranteed, or money refunded.

VanDeMark Inc.
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Dallas, Texas 75220